

Education in Road Safety: the ERSCarter's School Challenge 2019

Rewarding road safety education IN or/and FOR schools

The European Road Safety Charter was established in 2004 by the European Commission's Directorate General for Transport, with the goal of making road safety a priority with projects that promote responsible and safe conduct on our streets and motorways. Through the active support and commitment of more than 4.000 private and public entities, the ERSC's community is working to reduce road accidents, a major cause of injuries and fatalities, especially among our youth.

With the support of the Charter's partners, schools can play a key role. Elementary and secondary school teachers working with students to develop responsible attitudes towards road safety have the capacity to change existing behaviours that are putting our youth at risk; the Education in Road Safety Challenge is set up to reward the best initiatives BY schools and FOR schools.

Today's lessons can save lives

The success of road safety efforts throughout Europe can be measured by an important drop in fatalities in recent years, but road accidents are still a tragic reality and the leading cause of death among people under 25 years old.

Children are especially vulnerable as passengers, pedestrians and cyclists. Early education gives children the tools they need to be safer today. And getting young students to integrate the lessons of road safety before they are old enough to get behind the wheel makes them more likely to engage in safe conduct when they become motorists, and more likely to make smart choices when faced with peer pressure that might lead to future risky behaviour. Helping students develop healthy and safe attitudes today is the first step in insuring responsible driving down the road.

Now here's the challenge

There are several possible ways to address road safety, either within your school or through interaction with the local community or other partners such as enterprises, associations, the police etc.

It could be a special awareness action or the inclusion of road safety as part of your formal or informal teaching activities. Organize a campaign, put on a play, create an activity or presentation, expand your school's current road safety curriculum... these are just a few ideas of projects to ensure active participation of students and of the school community.

Any road safety activities (traditional or innovative) are welcome. The activity can be new or already ongoing for several years.

The winning projects will be those that meet the following Road Safety Challenge criteria:

- **Sustainability:** Is your project or curriculum activity planned to continue for various years?
- **Creativity:** Have you found an innovative and original approach to teaching/improving awareness of road safety?
- **Impact:** What direct impact will your idea have on your student's thinking and behaviour? What positive impact will it have on the community?
- **Participation:** Will students be involved in such a way that they take ownership of the ideas presented?
- **Replication:** Can the initiative be repeated in other schools?

The winners will be selected from two age categories: infants & children (up to 12 years) and pre-teens & adolescents (older than 12 years). The winning projects will be invited to attend the Excellence in Road Safety Award ceremony, where the best activities will be recognised by the European Commission's Directorate General for Transport.

Sign up and participate – It's quick and easy!

1. You must be a member to submit your Good practice. If you aren't a member yet, sign in and join the ERSCharter.
2. Enter an activity: describe your action plan adding as much relevant information as necessary to give the full impact of your project or plan. You can attach photos, videos, documents, and other presentation material.

Remember, it's important to let the presentation of your idea stand out by providing as much details as possible. Evaluators will be using the provided information to decide if your good practice meets the Road Safety Challenge criteria and reaches the goals you've set out to achieve.

For further information or support, please contact the ERSCharter Team: charter@vias.be